

TRENDING TOPICS

The official Chapter newsletter of Waynesburg University PRSSA

September 2018



CHAPTER ATTENDS
CRISIS MANAGEMENT
PANEL

WAYNESBURG PRSSA
NETWORKS AT
STUDENT ACTIVITIES FAIR

+ 4 TIPS FOR TAKING ON
NEW ROLES

WAYNESBURG UNIVERSITY
PRSSA Public Relations
Student Society
of America

DR. F.H. TEAHAN
2015
OUTSTANDING
NEWSLETTER
AWARD

LETTER FROM THE PRESIDENT

Nicole Tobias
Chapter President

A new school
year can bring
many new

beginnings, especially in the Chapter. Waynesburg University Public Relations Student Society of America has seen new members become involved with events around campus, as well as in Pittsburgh. Multiple executive board members have embarked in new leadership roles this year. Many of our returning executive board members are also serving in new roles this year, myself included.

As we anticipate the beginning of a new school year, I also cannot help but reflect on the successes from last year.

Last school year, Waynesburg University PRSSA was the home of the PRSSA national

newspaper, FORUM, lead by the Chapter's former Public Relations Director, Natalie Gloady, who also served as the PRSSA National Publications Editor-in-Chief. Gloady's position on the National Committee marked the first time a Waynesburg University PRSSA member had served on the committee.

We were also awarded Star Chapter Status by PRSSA National for the fifth consecutive year at National Conference in October. The Chapter also presented a Chapter Development Session at the conference, making it the first time Waynesburg University PRSSA had ever done so.

For the second consecutive year, the Chapter was awarded PRSSA Chapter of the year by our parent chapter, Public Relations Society of America Pittsburgh, at the 2018 Renaissance Awards. Then-President Maura Fenske was awarded the Bob O'Gara Scholarship as well as the 2018 Renaissance Awards.

The Chapter was also selected by Public Relations Student Society of America as the winners of the 2018 FUNdraising Bowl.

As we celebrate our successes from the previous year, we also recognize there is much more to be done and many new horizons to

explore this upcoming year.

I expect to see the success of our fundraising efforts continue through programs that have already greatly contributed to our Chapter funds, as well as in new ways that will help increase our funds.

I also expect to see our High School Initiative grow significantly, as former Vice President/Firm Director Amanda Troncone works on improving the program before her graduation in December.

I aspire to also invite students around campus who are not yet involved with Waynesburg University PRSSA to attend Chapter meetings and events, to not only begin their journey with us, but also help continue the legacy of the Chapter. Hopefully, we come home from National Conference in Austin this year with our sixth consecutive Star Chapter award, as well as some other PRSSA Chapter Awards we applied for.

Nationally, Waynesburg University PRSSA is known as a prestigious Chapter, and I plan on maintaining that reputation for quite some time.

None of the above can be accomplished without the hard work and dedication of our Chapter members. We must continue to push ourselves to go above and beyond the standard of good. While it may be challenging work, it is work that does not go unnoticed and ultimately brings not only ourselves as individuals, but the Chapter, great success.

I am honored to be serving as your Chapter President, and I look forward to the many new beginnings and exploring new horizons with you all this year.

Sincerely,



Chapter President

MARK YOUR CALENDAR

October

- Oct. 5-9:** PRSSA National Conference
- Oct. 6:** JacketFest at 10:30 a.m.
- Oct 11:** General Body Meeting at 9 p.m.
- Oct. 25:** Red Brick Communications Meeting at 11 a.m.
- Oct. 25:** PR Summit

November

- Nov. 1:** Red Brick Communications Meeting at 11 a.m.
- Nov. 1:** General Body Meeting at 9 p.m.
- Nov. 8:** PR Day
- Nov. 15:** Red Brick Communications Meeting at 11 a.m.
- Nov. 15:** General Body Meeting at 9 p.m.
- Nov. 22:** Red Brick Communications Meeting at 11 a.m.
- Nov. 29:** Red Brick Communications Meeting at 11 a.m.
- Nov. 29:** General Body Meeting at 9 p.m.

December

- Dec. 6:** Red Brick Communications Meeting at 11 a.m.
- Dec. 6:** Duel in Buhl Department of Communication Christmas Party
- Dec. 13:** Red Brick Communications Meeting at 11 a.m.
- Dec. 13:** General Body Meeting at 9 p.m.

CHAPTER ATTENDS CRISIS MANAGEMENT PANEL

Ty McEliece
Professional Development
Coordinator

5 members of the Waynes-
burg University Public
Relations Student Society
of America attended a crisis

management panel, hosted by PRSA Pittsburgh, at Point Park University in Pittsburgh this month. The panel consisted of Cooper Munroe, CEO of The Motherhood Inc.; Paul Furiga, president and CEO of WordWrite Communications LLC and Nick Paradise, director of Public Relations and Social Media of Kennywood.

The event started at 5:30 p.m. with dinner, where attendees were able to network with one another before the panel. Then, during the panel discussion, questions touched on a range of things, as each panelist specialized in certain aspects of crisis management more than others.

Furiga compared crisis to cooking: something that is boiling and needs immediate attention. An issue, on the other hand, is something that is on the backburner and is simmering; but if it is left for too long, it too will become a crisis. Furiga described the four types of crisis as acts of God, acts of God made worse by man, acts of man made worse by God and just acts of man. One quote repeated throughout the night: "The media isn't your enemy or friend, but you can make them your enemy." Fundraising Coordinator Tanner McKnight thought it was worth remembering.

"It really emphasizes that you have to respect the media and the tool that it is," said McKnight. "This quote is something that PR practitioners should keep in the back of their mind when they do anything that deals with the media."



Photo courtesy of Nicole Tobias

Another message that was brought up was to communicate the process over the content. Paradise stated this when he talks about how Kennywood prepares in terms of a crisis. They have different protocols that are used for their different crises.

Chapter President Nicole Tobias was pleased with the turn out WUPRSSA had. She aims to help the Chapter take advantage of every networking and learning opportunity.

"I am happy with the turnout we had from the Chapter at the event," said Tobias. "I look forward to hopefully taking more to the next panel PRSA Pittsburgh has."

The Chapter will be attending will be the PR Summit in Pittsburgh Oct. 25.

THE WAYNESBURG UNIVERSITY PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA IS EXCITED AND PROUD TO INTRODUCE THEIR 2018 AND 2019 EXECUTIVE BOARD!



Nicole Tobias,
President



Gabrielle Coy,
Vice President/Firm Director



Teghan Simonton,
Public Relations Director



Ty McEliece,
Professional Development
Coordinator



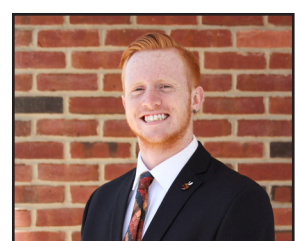
Natalie Johnston,
Special Events Coordinator



Grace Hutchison,
Historian



Chad Walker,
Treasurer



Tanner McKnight,
Fundraising Coordinator

FROM THE FIRM DIRECTOR'S DESK



Gabrielle Coy is a senior and has been the Waynesburg University PRSSA VP/Firm Director since June 2018. If you are interested in the firm, or have any questions, email Gabrielle at coy7702@student.waynesburg.edu

Gabrielle Coy
VP/Firm Director

Walking onto campus as a

freshman, barely knowing what public relations was, I never would have imagined that just three short years later, I would be writing this, as Firm Director of Red Brick Communications.

This year is an exciting year for the firm, as we are looking to renew our National Affiliated Firm status. To achieve this goal, I believe that Red Brick Communications needs to continually grow both as professionals and individuals, through three main focuses:

Creativity and Innovation

Red Brick Communications produces pro-bono public relations work

for area nonprofits, helping bring awareness to needs within the community. In the past, Red Brick has produced great work, and this year, we need to raise the bar by exceeding expectations. Through creativity, and thinking outside of the normal public relations toolbox, I'm looking to the firm to create new materials and ideas that help our clients stand out among the crowd.

Our Voice

As one of several student-run firms across the country, finding the

right voice and brand for Red Brick Communications is important. Being an on campus-public relations firm, comprised of students creating real world work, sets us apart, but it does not fit exactly who we are. Our unique voice, mixed with professionalism, should be prevalent in all work we do and also be consistent across our social media and website. Like the work we complete for our clients, we, too, need to stand out.

Service

The mission of Waynesburg University is rooted in faith, learning and service. Red Brick Communications provides an atmosphere for members to grow in all three of these areas, but this year, we are placing an emphasis on service. We serve our local community by working with nonprofits, but we also have initiatives set up throughout the year. These initiatives allow us to serve other community needs, but also bond as a team through service.

Through these three focuses, and the solid foundation that Red Brick Communications already has in place, I know that the firm, and its members, will grow as professionals and leaders this year. As firm director, I am very excited to grow with them, and I cannot wait to see what amazing things we accomplish this year.

Best,

Gabrielle Coy

Chapter VP/Firm Director

Reasons to attend

PR Summit

Networking | Chapter involvement

Learning outside the classroom

Hosted by PRSA Pittsburgh, Thursday, Oct. 25

WAYNESBURG PRSSA FOCUSES ON NEW RECRUITING TACTICS

Tanner McKnight
Fundraising Coordinator

role for Waynesburg University's Public Relations Student Society of America, as a resource for all members. She is working closely with Professor Krause on new recruiting tactics.

"I am serving as a resource for the new executive board members and establishing a new public relations recruitment campaign," said Troncone. "That includes high school initiative, and a new event called Public Relations Day."

The Chapter's High School Initiative is being revamped this year to include a new program and a more interactive presentation. Also, this year, Troncone is trying to find new schools to visit, while maintaining connections with previous schools.

Public Relations Day will also be a new addition to the Chapter's recruiting activities. This will be a day for high school students to experience classes and life as a public relations student at Waynesburg University. The first participating school will be Thomas Jefferson High School.

This year, senior Amanda Troncone has taken on a new

"I'M EXCITED TO STEP BACK, TO REFLECT ON WHAT I HAVE LEARNED SO FAR IN PRSSA."

"Public Relations Day is where we will invite high school students on to campus to show them what public relations is, what we offer and about life as a public relations student," said Troncone.

With her new role as a resource for members, Troncone is also helping to update the recruitment materials. She is putting together a specific package for future public relations students. This could include a highlights of Chapter achievements, current Chapter and firm activities and spotlights of alumni careers.

"I am also redoing the recruitment materials that are given to the perspective students," said Troncone. "Achievements of the Chapter will be highlighted, where our alumni are working and just more general public relations major requirements."

With this being Troncone's final semester, she is excited to spend her final months reflecting and finding ways to highlight all of the Chapter's strengths that have shaped her during the past three and a half years.

"I'm excited to take a step back, to reflect on what I have learned so far in PRSSA and the people I have met, not having as much on my plate and having a little bit more time to build relationships," she said.

RED BRICK COMMUNICATIONS FOCUSES ON QUALITY WORKS

Chad Walker
Treasurer

Red Brick Communications is Waynesburg University's student-run public relations firm that serves local nonprofit organizations. This new semester brings plenty of opportunities for the firm and its students to better their public relations skills.

"This year in Red Brick we are working with three clients: Greene County United Way, Greene County Tourism and Greene County Special Olympics," said Gabrielle Coy, firm director and vice president of the Waynesburg University Public Relations Student Society of America.

Coy said the firm will place an even higher emphasis on the quality of work produced. She hopes taking on fewer clients will help facilitate more creative and strong ideas.

"Last year, we worked with other clients, and while they provided great opportunities for the Firm, I think in some ways, we spread ourselves too thin. This year, I'm focusing on working on accountability within the Firm and the quality of work that we're producing. In the past, our work has been good; this year, I'm pushing for creativity and innovative ideas to help our clients stand out."

Coy believes that the firm provides students with the opportunity to gain real-world experience, creating work and products for real clients that cannot be replicated in a classroom during a lecture. Clients ask for assistance advocating and creating good will for their organizations.

"Our clients are nonprofits, and they often have to wear many hats," said Coy. "We help by taking some of that work off of them, and by creating materials aimed at increasing awareness for their respective organizations within the community."

Coy is looking forward to another year of work with the firm, which she has served since coming to Waynesburg University. Taking leadership this year, she is excited not only to gain personal experience to carry with her after graduation, but also to help improve the outputs of each client team, enhancing the experience of all firm members and clients.

"I've been involved in Red Brick since I was a freshman, serving in various different roles, and each year I have grown my skills," said Coy. "Serving as the Firm Director will help me to define a new skill set of leadership and helping others grow in their skills, which I think is very important to learn and take with me after I graduate in the Spring."

WAYNESBURG PRSSA NETWORKS AT STUDENT ACTIVITIES FAIR

Ty McEliece

Professional Development
Coordinator

activities fair, where Chapter President Nicole Tobias and Fundraising Coordinator Tanner McKnight provided outreach to prospective new members.

The goal of the Activities Fair was to show new and freshman students what clubs and organizations are available at Waynesburg University. For Waynesburg PRSSA, the Activities Fair is an exciting chance to tell students about public relations and the chapter, said Tobias.

Tobias remembers her freshman year Activities Fair experience. She said she was trying to create that same feeling. “This was my first time participating in the Activities Fair since when I first went, my freshman year,” said Tobias. “I remember being welcomed very warmly by now-alumni Chapter members, and I wanted to give those looking at our table that same feeling.”

McKnight saw it as a chance to add more people to the Waynesburg PRSSA family and was excited by the number of people interested at the event.

“The activities fair was a way to get more people involved with the chapter and bring in new members,” said McKnight. “I was exceptionally pleased with the number of people who signed up saying they were interested about public relations and the PRSSA chapter.”

The Waynesburg University
Public Relations Student
Society of America had a booth
at the Waynesburg University

There were about 10 people who signed up for PRSSA by the end of the event.

Tobias and McKnight discussed the Chapter networking opportunities available through PRSA Pittsburgh, as well as the numerous awards the Chapter has received. Tobias also discussed PRSSA National and the benefits of being involved in a national organization.

“When students came up to the table, we mostly spoke about not only the mission of our Chapter specifically,” said Tobias. “But also, what PRSSA National aspires to instill in all of their members by enhancing their education, broadening their network, and launching their careers. I applied those three goals to the conversation by discussing how they are best executed through WUPRSSA.”



Photo courtesy of Nicole Tobias

4 TIPS FOR TAKING ON NEW ROLES

Nicole Tobias

Chapter President

At this time of year, many
Chapter members are
transitioning or becoming

acquainted with new roles they play in the Chapter. Fulfilling a new position can seem overwhelming and rather daunting at first, but there are ways you can prepare for and succeed in your new role.

Be as organized as you can be.

Being organized is essential to being successful in any role you take on. Write down any important notes or dates in a planner. Keep any documents you may need organized in a binder or another easily accessible and identifiable location so you can find it again later.

Don't be afraid to ask questions.

When starting a new role, you may not understand certain tasks. Do not be afraid to ask a faculty advisor, fellow executive board members or your predecessor for guidance. It is also helpful to ask your predecessor what they think worked and

did not work when they were in your position, so you can better plan for the future.

Utilize all resources.


Refer to your Chapter handbook to see what is expected of you while in your role. Reviewing the handbook can give you a better idea of what goals and objectives you should have for the year. You can also reference materials your predecessor has given you prior to their departure. If you want to explore further, the PRSSA National website also has a Tools for Chapter Leaders tab underneath their Chapter & Firm Resources page.

Give your absolute best.

Taking on a new role can be very intimidating, but you have to remember you were chosen to fulfill that role for a reason. Sometimes you may make a mistake or have moments where things just do not go right, but it is important to come back from those hardships and move forward. Being successful in your role is not something that will come easily, and you will have to give your absolute best to earn your success.

Happy Ethics Month from Waynesburg University PRSSA!

Waynesburg University Public Relations Student Society of America participated in a Twitter Chat with PRSSA National in honor of September, Ethics Month. Here are some highlights:



PRSSA @PRSSANational · Sep 24
Q1: How can the PRSA Code of Ethics help students be proactive about encountering ethical dilemmas? #PRSSA

14 2 19




Natalie Johnston @Littlefox2317 · Sep 24
Replying to @PRSSANational
We should be able to hold our standards to theirs. #PRSSA

PRSSA Retweeted




Ashleigh Kathryn @Ashleigh_K_W · Sep 24
Q4: What are some examples of private and confidential data that public relations practitioners could mishandle? #PRSSA

16 3 17




Amanda Troncone @amandatroncone · Sep 24
Replying to @Ashleigh_K_W
A4: Client financial information, HIPPA, online marketing data for clients, campaign ideas & strategies...really anything that you know could affect the organization negatively. Just be respectful of your employer, clients & any individuals involved.

2



Ashleigh Kathryn @Ashleigh_K_W · Sep 24
[9:53] @Ashleigh_K_W: Q6: What factors do you think makes a professional more susceptible to making unethical decisions?



Nicole Tobias @nicole_tobias32 · Sep 24
A6: Pressure and Exhaustion. It's easy to make a wrong decision when you're exhausted and pressed for time #PRSSA

OPPORTUNITIES

Blog Writing

Enhance your writing skills and expand your portfolio by writing for the Chapter blog. Contact Public Relations Director, Teghan Simonton, for more information.

Red Brick Communications

Become part of the Nationally Affiliated student-run firm and prepare yourself by providing local nonprofit organizations with pro bono public relations work. Contact Vice President and Firm Director, Gabrielle Coy, for more information.

CHAPTER PREPARES FOR NATIONAL CONFERENCE

Grace Hutchison
Historian

Waynesburg University Public Relations Student Society of America is sending

four members to Austin, Texas, to attend PRSSA National Conference, themed the “Art of PR,” Oct. 5-9.

Nicole Tobias, Chapter president, says that she was critical of whether or not she would make meaningful connections when she attended last year’s event, but ended up building friendships and learning tips about managing a chapter from them. Tobias recommends attendees keep an open mind.

“It’s always nice to meet people from around the country and internationally,” Tobias said. “It’s fun to build those relationships.”

Gabrielle Coy, vice president of the Chapter and firm director of Red Brick Communications, looks forward to refreshing the student-run firm’s ideas.

“I think its valuable to talk to other people and especially the leaders of other student-led firms to see how we can expand and grow,” Coy said. “We can’t just sit complacent and overdo anything we need to grow and evolve what we’re doing.”

The conference will feature speakers, sessions and workshops focused on chapter development, networking and informing students on the ever-changing public relations field. Tobias said she most looks forward to the “Interview your Strengths and Weaknesses” presentation, which is to be given by Jane Dvorak, PRSSA National’s previous national advisor.

“She’s a fireball. She’s so out there and I love it,” Tobias said. “She’s really fun.”

Another highlight of the event, said Tobias, is set to be the chapter sessions, where chapter presidents from across the country meet and

discuss topics and tactics that impact each of their chapters.

“It’s one giant brain storm and we get to share our ideas with the entire room,” Tobias said. “It’s cool to brainstorm with everyone in the same position as you.”

Tobias plans on trying to get ideas from other chapters to battle the what she deems to be Waynesburg University’s chapter’s greatest challenge: recruitment.

“We will see what kind of tactics work for them and what we can bring back here and implement,” Tobias.

After giving a presentation at last year’s event, Tobias believes Waynesburg University PRSSA has established a well-known and respected name among the different chapters.

Also in attendance from Waynesburg University is set to be Tanner McKnight, who is entering his second year as Fundraising Coordinator for the chapter.

McKnight hopes to gain experience networking as well as a fresh perspective on successful fundraising opportunities for a campus setting.

“I’m really excited and hope to meet a whole bunch of new people and get to talk about fundraising. I want to get to expand our ideas and to have better fundraisers at Waynesburg,” McKnight said.

In Tobias’ mind, last year’s conference left her eager to attend another.

“I’m excited to attend, especially after last year because that was a great conference to go to. I look forward to being around the environment again and the people,” Tobias said. “It’s just such a fun environment.”

Connect With Us!

Contact Teghan Simonton by emailing sim6628@student.waynesburg.edu if you would like to write for Trending Topics!

@wuprssa
wuprssa.com
facebook.com/wuprssa
wuprssa.wordpress.com
www.redbrick1849.com



INTERNSHIP SPOTLIGHT: AMANDA TRONCONE

Gabrielle Coy
VP/Firm Director

On Monday, Wednesday and Fridays, senior public relations major Amanda Troncone goes to her morning classes. Afterwards, she walks to her house, opens her laptop, and begins her internship, for Thomas Fire Help, an organization based in Ventura, California.

Working for a nonprofit across the country while finishing her last semester at Waynesburg University was never something Troncone planned, but the opportunity that fell into her lap, Troncone said.

“After networking through a family friend, once the opportunity arose that they were looking for an intern, she almost immediately reached out to me,” Troncone said. “It was a very casual ask. I said yes.”

As an intern, Troncone has had the opportunity to wear several different hats, with her duties including social media marketing, social media planning, research, search engine optimization, media relations, community relations and tracking analytics, among writing and designing.

Last year, Troncone also had a part-time internship while completing a semester. Working for Thomas Fire Help, however, is a very different experience, Troncone said.

“This is unique because there’s a three-hour time difference. By the time they get to the office, I’ve finished classes for the day,” Troncone said. “There is a benefit to interacting with people face-to-face and you don’t get that when you work remotely; you have to be very intentional with questions as communication cues are sometimes lost.”

Thomas Fire Help is an organization devoted to connecting communities that have suffered from the Thomas Fire, Holiday Fire and Montecito Mudslide in California, with community resources. According to Troncone, Thomas Fire Help is devoted to finding and connecting people with services they need.

“Thomas Fire Help started off like a ‘Craigslist’ for Thomas Fire survivors, where people posted what they needed and had,” Troncone said. “We’re more of an intermediary organization;

“BALANCING SCHOOLWORK AND GRADUATING IN DECEMBER AND JUGGLING WHAT COMES NEXT IS DIFFICULT AND STRESSFUL, BUT IN THE LONG-TERM, IT’S AMAZING FOR ME TO GET THIS EXPERIENCE.”



Photo courtesy of Amanda Troncone

we have connections with people in the community who are funding house rebuilds or have other services to offer. We identify the community needs and work to find the solutions.”

The impact of Thomas Fire Help within communities is what initially made Troncone say yes to the internship offer, Troncone said.

“I think they’re doing great things, they have a great mission and their story is super cool in the sense that it came from an immediate need and became a nonprofit, rather than an organization existing and serving a need,” Troncone said. “It’s interesting because it’s not us serving; we serve as a catalyst for community outreach.”

Although the time difference and remoteness of the internship may pose challenges, Troncone feels as if this is what she is meant to be doing, finishing her last semester at Waynesburg University.

“Balancing schoolwork and graduating in December and juggling what comes next is difficult and stressful, but in the long-term, it’s amazing for me to get this experience,” Troncone said.

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